MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2022/2023 (TERM 2215)**

## BIC1014 – INFORMATION SYSTEMS CONCEPTS

(All sections/Groups)

19 DECEMBER 2022
9.00 a.m – 11.00 a.m
(2 Hours)

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## INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with **4 Questions.**
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

## QUESTION 1

(a) Nowadays, organizations are trying to become more competitive and efficient by transforming themselves into 'Digital Business' where nearly all core business processes and relationship with customers, suppliers, and employees are digitally enabled. Discuss **FIVE (5)** ways how information systems will improve the company's customer and supplier intimacy?

(10 marks)

(b) Which of the four major types of information systems is the most valuable to an organization? Justify your answers.

(5 marks)

(c) In many industries, survival and even existence are challenging without extensive use of information systems. Discuss **FOUR (4)** ways information systems can aid companies in gaining and maintaining a competitive advantage.

(10 marks)

(Total: 25 marks)

## QUESTION 2

(a) Nowadays, people are becoming aware of a wide range of wearable IoT devices, such as fitness bands, smart watches, smart glasses, etc.

(i) What kind of businesses are most likely to benefit from wearable computing devices? (5 marks)

(ii) How can smart wearables change the way organizations and workers conduct business? (5 marks)

(iii) How can smart wearables and devices greatly help our daily lives?

(5 marks)

(b) Twitter, Facebook, and Instagram are just a few social networking sites that most businesses regularly use to build their brand name and reputation. Discuss the **THREE (3)** possible advantages and **TWO (2)** possible disadvantages of having a business presence on social media.

(10 marks)

(Total: 25 marks)

**Continued...**

## QUESTION 3

(a) As a Chief Security Officer (CSO), you are responsible for keeping your IT systems safe and secure. Discuss **FIVE (5)** ways to protect your IT systems and tighten up your data security.

(15 marks)

(b) You plan to start a new e-commerce that utilizes the latest technology next year.

(i) Identify the **FOUR (4)** unique features of e-commerce. (8 marks)

(ii) Identify **ONE (1)** technology trend that is shaping e-commerce nowadays.

(2 marks)

(Total: 25 marks)

## QUESTION 4

(a) Ethical issues are defined as situations that occur as a result of a moral conflict that must be addressed. Thus, ethical issues tend to interfere with a society's principles.

(i) Identify **TWO (2)** ethical issues in business and real-world cases today and how these ethical issues have affected companies.

(10 marks)

(ii) Explain the **FIVE (5)** steps process for analyzing the ethical issue.

(15 marks)

(Total: 25 marks)

**End of Paper**